



**MINUTES OF MEETING OF THE CITY
COUNCIL OF THE CITY OF HAYWARD
City Council Chambers
777 B Street, Hayward, CA 94541
Tuesday, November 27, 2001, 8:00 p.m.**

MEETING

The Regular Meeting of the City Council was called to order by Mayor Cooper at 8:00 p.m., followed by the Pledge of Allegiance led by Council Member Ward.

ROLL CALL

Present: COUNCIL MEMBERS Jimenez, Hilson,
Rodriquez, Ward, Dowling, Henson
MAYOR Cooper
Absent: None

PUBLIC COMMENTS

John Kyle commented on building community.

Henry Mendez reiterated his concerns for additional youth programs such as Teens in Crisis.

Suzanne Cox commented on the situation on O'Neill Street with regard to Labor Ready and the loitering, filth, camping, drugs and inappropriate behavior that it attracts. She noted that a recreational vehicle with a flat tire has been parked since Thanksgiving Day and noted her pursuits for police assistance.

Mayor Cooper asked for a report in terms of these items. City Manager Armas informed Council that staff is presently addressing this issue.

Francisco Abrantes asked questions in regard to the use of the Mello Roos legislation on development projects in Hayward.

Robert Lopez spoke on gangs and youth violence. He commented on the recent incident at the skate park.

Jason Moreno spoke on youth-oriented programs and encouraged sports programs.

Barbara Heringer-Swarr read statements regarding redevelopment for public use.

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CONSENT

Item 2 was removed for discussion.

1. Approval of Minutes of the City Council Meeting of November 20, 2001

It was moved by Council Member Hilson, seconded by Council Member Dowling, and unanimously carried to approve the minutes of the City Council Meeting of November 20, 2001

2. City Investment Policy and Program

Staff report submitted by Treasury Manager Costa, dated November 27, 2001, was filed.

Council Member Henson inquired as to what the changes would be.

Finance Director Carter noted three new changes to the policy due to new State regulations: The 180 days for the allowable maturity for investment in commercial paper has been increased to 270 days; the decrease in the allowable maturity for investment in bankers' acceptances from 270 days to 180 days; and the added requirement to comply with reporting provisions incorporated in the statutes.

Council Member Henson commended Dr. Richard Zock, CSUH Professor, for his professional contributions and economic expertise toward the City's investment program.

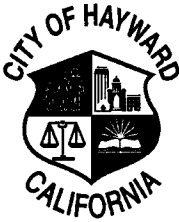
It was moved by Council Member Hilson, seconded by Council Member Dowling, and unanimously carried to introduce and adopt the following:

Resolution 01-170, "Resolution Accepting the Annual Report on Investment Program and Activity for the City of Hayward, Affirming the Statement of Investment Policy and Renewing the Delegation of Authority to Make Investments to the Director of Finance"

3. Approval of Master Agreement and Lease with Hayward Area Recreation and Park District for Lease of Park Sites

Staff report submitted by Director of Public Works Butler, dated November 27, 2001, was filed.

It was moved by Council Member Hilson, seconded by Council Member Dowling, and unanimously carried to adopt the following:



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Resolution 01-169, "Resolution Authorizing the City Manager to Execute an Agreement Between the City of Hayward and Hayward Area Recreation and Park District for Establishing and Maintaining Park Sites Within the City of Hayward"

HEARINGS

4. Adoption of a Resolution Authorizing Participation in the Association of Bay Area Governments Financing Program

Staff report submitted by Treasury Manager Costa, dated November 27, 2001, was filed.

Finance Director Carter made the staff report and noted that the average interest is 3.9%. This action requests refinancing \$5.9 million, which will gain over the period a savings of more than \$440,000. It is fully insured with a AAA rating. The City would not be responsible for our portion of a pool of other cities.

Council Member Jimenez commended staff for the refinance measure and inquired about the apparatus that will be purchased for the Fire Department and its delivery date. It was noted that the equipment would be delivered in on e year.

As there were no requests to speak, Mayor Cooper opened and closed the public opportunity to speak at 8:31 p.m.

It was moved by Council Member Jimenez, seconded by Council Member Ward, and unanimously carried to adopt the following:

Resolution 01-171, "Resolution Approving Financing Proceedings to Finance and Refinance Capital Improvements within the Geographic Boundaries of the City, Approving Issuance of Revenue Bonds by the Association of Bay Area Governments for Such Purpose, and Approving Related Documents and Official Actions"

LEGISLATIVE BUSINESS

5. Contract with KPIX Television Channel 5 to Develop a Promotional Campaign to Market Hayward as an Attractive Business Location

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Staff report submitted by Neighborhood and Economic Development Director Bauman, dated November 27, 2001, was filed.

Neighborhood and Economic Development Director Bauman noted the highlights of the promotional campaign including the availability and accessibility of the final promotional materials that could be used in other ways to market the City.

Council Member Jimenez noted the great dividends garnered from this program and commended staff for this effort.

Council Member Hilson asked how the information would be gathered to design the programs. He suggested that staff include promoting our infrastructure.

City Manager Armas commented that this will be a method of showcasing City amenities and promoting the City use of interactive technology such as on computer disks or short video clips for marketing purposes.

Neighborhood and Economic Development Director Bauman noted that our diversity is our strength and we should not focus on one or two sectors, but on various enterprises.

Council Member Henson suggested and recommended the promotion of our educational facilities including CSUH, Chabot College, Heald Business, and Life Chiropractic.

Mayor Cooper opened the public hearing at 8:48 p.m.

Jason Moreno suggested that schools be focused in this promotion. He asked how many channels submitted proposals.

City Manager Armas responded that this was the only one received.

Francisco Abrantes discussed trash in the city.

Robert Lopez thought that \$50,000 was rather steep for promoting the city.

Mayor Cooper closed the public hearing at 8:53 p.m.

It was moved by Council Member Ward, seconded by Council Member Jimenez, and unanimously carried to introduce and adopt the following:

Resolution 01-172, "Resolution Authorizing the City Manager to Execute a contract with KPIX Television Channel 5 to Market Hayward as an Attractive Business Location"



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COUNCIL REPORTS

There were no Council Reports.

ADJOURNMENT

At 8:58 p.m., Mayor Cooper closed the meeting with Council Member Dowling adjourning in memory of his cousin, Pam Story Wihneshiek, who died of cancer. She was a resident of the Bay Area for over fifteen years and will be sorely missed by many.

APPROVED:

Roberta Cooper, Mayor, City of Hayward

ATTEST:

Angelina Reyes, City Clerk, City of Hayward

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